

WHAT IS CLAIMED IS:

1. A method for providing advertising data in which advertising is collected from an advertiser in a data center and said advertising is provided to an advertising data distribution trader from said data center, said method for providing advertising data, comprising the steps of:

receiving advertising data from an advertiser;

storing the received advertising data in a database;

converting said advertising data into a format that is required by an advertising data distribution trader which distributes said advertising data, by use of a data converter; and

transmitting said converted advertising data to said advertising data distribution trader by use of a data transmission device.

2. A method for providing advertising as claimed in claim 1, wherein information associated with the periphery of a shop of the advertiser is stored in said database in addition to said advertising data; and

said data converter converts said advertising data and the information associated with the periphery of the shop of the advertiser into a format as required by said advertising data distribution trader.

3. A method for distributing advertising, wherein a data distribution infrastructure trader

receives advertising which is requested by an advertiser to a data center as advertising data from said data center in a data format requested by the data distribution infrastructure trader itself, and transmits said advertising data to a movable body as an advertising receiving medium.

4. A method for distributing advertising as claimed in claim 3, wherein said movable body is a movable body of public transportation facilities including a train and a bus.

5. An on-board advertising system in which advertising data are received through communication from a data distribution infrastructure trader, and advertising is displayed in a vehicle on a basis of the thus received advertising information, said on-board advertising system comprising:

an advertising display unit for displaying at least one piece of advertising.

6. An on-board advertising system as claimed in claim 5, wherein said on-board advertising system is provided with an input button to initiate an in-vehicle announcement, and displaying of said advertising information to be distributed to the vehicle is initiated when said input button is depressed.

7. An on-board advertising system as claimed in claim 5, wherein, when an exit notifying button to be operated by a passenger is depressed, said on-board advertising system receives information on a

passenger's wish to exit a bus to thereby initiate the display of said advertising information to be distributed to the vehicle.

8. An on-board advertising system as claimed in claim 5, further comprising detection means for detecting a position of the host vehicle;

wherein said on-board advertising system displays advertising information to be distributed to said host vehicle on the basis of positional information about the host car detected by said detection means and positional information about a shop of an advertiser included in said advertising information.

9. An on-board advertising system as claimed in claim 5, wherein said on-board advertising system displays advertising information to be distributed to the vehicle on the basis of the number of operating a passenger door of the vehicle.

10. An on-board advertising system as claimed in claim 5, wherein said on-board advertising system displays advertising information to be distributed to the vehicle on the basis of the number of operating a passenger door of the vehicle and a traveling speed of the vehicle.

11. An on-board advertising system as claimed in claim 5, wherein information about at least one of arrival time of the host vehicle as a public transportation facility, transfer information, music

data, video image data, and picture data is displayed on said advertising display unit if no advertising information from said advertiser is displayed.

12. An on-board advertising system as claimed in claim 5, wherein said on-board advertising system is provided with a plurality of advertising display units, and the plurality of advertising display units display the advertising information with a time difference.

13. An on-board advertising system as claimed in claim 5, wherein said advertising information to be displayed in the host vehicle is changed according to traveling time zones of the host vehicle.

14. An on-board advertising system as claimed in claim 5, further comprising a ticket issuing device capable of issuing tickets including a coupon as desired by a passenger who saw advertising information distributed to the vehicle.